Chigwell School

Mrs Angela Patrikios
Director of Marketing and Admissions

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Marketing Officer

Job Description (Full time/Permanent)



Introduction

Chigwell School is seeking to appoint an experienced Marketing Officer to join its highly successful School to work alongside the Director of Marketing and Admissions. This is an exciting role looking forward to the 400th anniversary of the founding of the School. As a member of the marketing and admissions team, you will contribute to the development and delivery of outstanding marketing, communications, and pupil recruitment and retention strategies. This position will be suited to a digital marketing professional able to deliver a full range of activities relating to social media, content creation, website management, design, digital media, and advertising. This is a full-time position available for an immediate start.

Background

Founded in 1629 by Samuel Harsnett, the son of a Colchester baker who went on to become Archbishop of York, Chigwell School stands on its original site with the original school building still in use. However, whilst Chigwell of today is conscious of its long-standing history, it is a forward-looking, ambitious, coeducational independent school of 1040 pupils aged four to eighteen. It enjoys excellent facilities, a dedicated staff, bright and hardworking pupils, and a site of 100 acres.

Chigwell School is located in the picturesque village of Chigwell just over ten miles from central London and on the Central Line. The extensive, beautiful grounds are close to the edge of Epping Forest, and it is rare for a school to have so much space and yet be so close to the centre of the Capital. Most pupils are day pupils but in the Sixth Form, there is a small community of international boarders, roughly thirty from sixteen countries, and these live in four small boarding houses.

As well as being an academic school, Chigwell has a reputation for providing a rich and full education, with plenty of opportunities for all pupils who are enthusiastic, co-operative, and able. Chigwell is a caring and friendly school, with a close sense of community, not least between colleagues. As the Good Schools Guide reports: *Academically, pupils are put through their paces, but it all seems to be done in such a civilised and pleasant manner that you are more likely to hear pupils talk about opportunities and prospects than pressure and stress. "Anyone who wants to do well here, will do well" said one student, "and I can't think of a nicer place to succeed."*



The School Development Programme

Over recent years, the School's facilities have been extensively developed in order to enhance the educational experience that pupils receive. The development programme has included the following additions:

- 2010 Complete redevelopment of catering facilities
- 2010 Harsnett's and Church House converted into boys' boarding houses
- 2012 The Old Chigwellian Club and the land was incorporated into the school estate
- 2013 Pre Prep School completed and opened
- 2013 Two new science labs created
- 2014 Drama Centre balcony extended to provide additional music and drama rehearsal space
- 2016 The Risham Sarao Sixth Form Centre completed and opened
- 2017 Extension of Dining Hall
- 2018 Renovation of the Chapel
- 2019 Extension of Junior School
- 2020 3G football pitch constructed
- 2023 New Health and Wellbeing Centre
- 2023 New Sport & Wellness Centre with an indoor swimming pool

The Governors have recently agreed on a development masterplan and the next priorities on the School's development plan are to:

- Further expand our provision of bursaries
- Expand the facilities for music






The School

Some pupils join Chigwell School in Reception and there are two classes in each of the three Pre Prep year groups. A small number of children join the Prep School at 7+ (Year 3) and there are three classes in each of the KS2 year groups. At 11+ (Year 7), there is a further entry with four or five classes making up Years 7 to 11. Again, there is a small entry into the Sixth Form. Entry at each stage is selective and although there are three main sections to the School (Pre Prep, Prep School and Senior School) these sections work closely together and there is a common ethos running throughout.

There are over a hundred teachers and together with the support staff, there is a friendly, mutually-supportive atmosphere. We place considerable emphasis on life outside the classroom and believe that the opportunities that we provide help to fulfill our Vision: To inspire our pupils to fulfill their potential and forge their path to success. The School Values are:

- Happiness First
  We create a nurturing space where happiness underpins our achievements and drives us forward.
- Courageous and Resilient
  We seize opportunities all around us and have the confidence to embrace them wholeheartedly.
- Innovative Approach
  We adapt and evolve, influencing our changing world.
- Community of Kindness
  We support and collaborate with each other, making a positive contribution to the community.
- Lifelong Learning
  We cultivate curiosity, keeping the passion for learning alive beyond the school gates.




The Role

This is an important new appointment for Chigwell School and it is a pivotal moment at which to join the School, following the recent launch of its 2029 strategy. The Marketing Officer will support the Director of Marketing and Admissions to create and deliver original compelling content to increase brand awareness, raise the school's profile, engage new audiences, retain and grow existing audiences and ultimately increase conversions of high-calibre pupils across all entry points.

The successful candidate will play a significant part in achieving marketing objectives and proactively investigating opportunities, devising and delivering high-quality, multi-channel marketing campaigns, and monitoring impact. They will support the delivery of key recruitment events to ensure that the school's recruitment targets are met.

Main purpose of the job:

The Marketing Officer will enhance and extend Chigwell School's digital presence through the School's internal and external communication channels, social media, the website, and other interactive channels.

They will contribute to all aspects of marketing and communications with a particular focus and expertise in digital marketing. They will be working as part of the Marketing and Admissions Team to establish and develop positive relationships across the whole school community. We are looking for a driven, inquisitive, passionate, and creative content writer with great digital media production skills, seeking to elevate in-house content to play a key role in brand and community building at a national and international level.

The role requires high levels of professionalism, communication, sensitivity, discretion, and confidentiality.

Main Duties and Key Responsibilities:

Social Media

- Create and deliver an impactful social media plan in support of the department's overarching strategy
- Manage and assess the School's social media accounts and calendars across multiple platforms, working closely with multiple stakeholders to create exciting and consistent content
- Engage appropriately with our social media audiences and use the medium to engage proactively with our feeder schools
- Monitor, analyse, and report on social media channel performance.

Website & Digital Media

- Website administration including creating and updating copy, our latest news, images, creating new pages, booking forms, and other content to promote events and projects.
- Monitor functionality, assess performance and maximise SEO
- Update information/news about Chigwell School on third-party and educational websites.

Content Creation

- Photography, video-shooting, and editing; uploading of images and other material onto the website, social, all marketing channels, to support impactful storytelling
- Organise and coordinate event photography/videography with external suppliers
- Develop and execute end-to-end email marketing campaigns, template design, and tracking
- Maintain the Chigwell School photo, video, and digital asset library ensuring GDPR compliance.

Publications

- Co-ordinate the production of marketing materials such as brochures, other collateral, and digital banners including using Adobe suite
- Write and edit content for a variety of articles and media releases.

Events

- Contribute to the planning and delivery of key events such as Open Days, interviews, and assessment days
- Attendance at and promotion of the School's Open Days, assessment, interview days, school visits and other marketing/recruitment events including pre-and post-event.

Other

- Proofreading of content for print and digital media
- Keep abreast of the latest digital marketing and social media trends and best practice
- Regularly conduct and report on competitor analysis and benchmark against our performance.

This job description contains an outline of the typical functions of the job and is not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The job-holder's actual responsibilities, tasks, and duties might differ from those outlined in the job description, and other duties commensurate with this level of responsibility may be either permanently or temporarily assigned as part of the job.





The Person

The School is seeking an energetic, confident team player with strong interpersonal skills who is able to develop and maintain productive working relationships across the entire school with all key stakeholders both internal and external.



PERSON SPECIFICATION

Experience & knowledge

- Educated to degree level or equivalent
- Knowledge of social media/digital media production/digital marketing and managing multiple accounts such as Facebook, Instagram, Twitter, LinkedIn, YouTube, Linktr.ee, etc
- Proficient in Adobe Creative Cloud (Premier Pro, Illustrator and /or InDesign, Photoshop)
- Experience with website content management systems and understanding of SEO and digital best practice
- Proficiency in computer packages such as MS Office Suite, including Outlook, Office 365, Word, Excel, and PowerPoint

Desirable

- Minimum of 1-2 years in a similar role
- Experience in creating publications
- Experience in email marketing
- Experience in the Independent Schools sector

- Experience in paid digital marketing including the use of Google Analytics, Search, and Ads, plus PPC and Ad Manager
- Knowledge of GDPR

Personal attitudes

- Exceptional people skills, self-motivation, and the ability to relate quickly and easily with pupils, parents, staff, feeder schools, and other stakeholders
- Team Player and professional appearance and manner
- A genuine interest in social media, trends, hashtags, memes, innovations, and social best practices.
- The ability to use initiative and deliver work with great attention to detail
- Strong communication, approachable, proactive with a can-do attitude
- A willingness to try new things and to learn and build on skills to ensure our content is dynamic and evolving.

Skills

- A good understanding of social media, photography, and video creation experience and skills
- Excellent copywriting and proofreading skills with a keen eye for design and layout
- Strong attention to detail, creative thinker
- The ability to work both independently and as part of a team
- Highly organised, can manage their time and the ability to work well within a busy pressured environment and to juggle multiple deadlines.
- Desirable to have a recognised qualification in marketing or related fields.

Hours

This will be a permanent position (all year round) working 37.5 hours per week, Monday to Friday with 28 days paid holiday per year plus public and bank holidays. However, flexibility will be important and attendance at admission and marketing events outside the core working hours will be necessary from time to time including, open events, information events, scholarship assessments, interviews, future school events and hospitality events some of which are out of hours during evenings and weekends.

Salary

Competitive and depending on the candidate's previous experience.

Benefits

Chigwell School is a very happy place to work and the School provides a supportive working environment. There is a well-developed programme of professional development. Pupils are enthusiastic, well-behaved and eager to learn, and colleagues are supportive, dedicated, and get on well together. There is a strong sense of community.

Other benefits of working at Chigwell School include:

- A competitive salary
- Strong commitment to professional development
- Membership of the Pension Scheme
- Fee remission for eligible children
- Personal Accident Cover
- Employee Assistance Support Programme
- Complimentary lunch and break time refreshments during term time
- Use of school sports facilities outside of the school day
- On site free parking and cycle racks
- Medical Centre on site
- Use of School Library
- A beautiful working environment – 100-acre site, beautifully landscaped with a number of listed buildings
- Good transport links by tube (Central Line), road and local bus route
- A supportive community of highly motivated students and staff





Applications

Applicants should complete the teaching staff application form which can be accessed directly from our website: www.chigwell-school.org (Vacancies) and send to the HR department at: hr@chigwell-school.org

The Director of Marketing and Admissions, Mrs Angela Patrikios, will be happy to answer any questions; she can be contacted at the School by telephone 020 8501 5700 or by email apatrikios@chigwell-school.org.

Closing date: 31st of August 2023 - early applications are welcome

Interviews will be held on: W/C 4th of September 2023

The School is an equal opportunities employer and welcomes a diverse pool of candidates.

Applications will be considered upon receipt. Candidates will be contacted by telephone or email to attend an interview if required. The School reserves the right to interview and appoint before the closing date.

Chigwell is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening including checks with past employers, prohibition orders and enhanced DBS.

